

REDESIGN LOGO PADA BULB PHOTOGRAPHY JEPARA BERSERTA MEDIA PROMOSINYA DALAM RANGKA MEMPERBAIKI IMAGE STUDIO FOTO

DONA IKA NIRMALA

(Pembimbing : Godham Eko Saputro, S.Sn., M.DS, Dzuha Hening Yanuarsari, M.Ds)

Desain Komunikasi Visual - S1, FIK, Universitas Dian

Nuswantoro

www.dinus.ac.id

Email : 114201201384@mhs.dinus.ac.id

ABSTRAK

Perkembangan fotografi saat ini mengalami pertumbuhan yang sangat pesat dari segi industri kreatif terutama di Indonesia. Seiring berkembangnya jaman semakin banyak pula usaha yang bergerak dalam bidang fotografi salah satunya di kota Jepara. Identitas suatu usaha harus konsisten supaya selalu menjadi pilihan masyarakat. Bulb Photography adalah salah satu jasa fotografi yang memiliki identitas logo belum konsisten dalam penerapan identitas logo. Media promosi juga penting untuk menginformasikan tentang produk yang dimiliki perusahaan dan meningkatkan image perusahaan agar lebih dipercaya. Bulb Photography hanya menggunakan pamflet dan instagram saja yang tidak dikelola dengan baik dan tidak memiliki kemasan yang apik hanya sebuah amplop polos untuk mengemas produknya. Berdasarkan permasalahan yang ada, maka diperlukan adanya redesain logo Bulb Photography Jepara beserta media promosinya dalam rangka memperbaiki image studio foto. Metode yang digunakan yaitu metode kualitatif dengan memperoleh data melalui wawancara, observasi, serta analisis 5W 1H dan brainstorming. Konsep redesain beserta media promosi yang diangkat yaitu soft (kelembutan) and chic (keindahan) dengan menggunakan warna yang lembut seperti warna pastel sehingga memberikan kesan segar, dan bentuk identitas logo akan menggunakan warna putih dan hijau karena memiliki sifat dan kesan sesuai dengan visi dan misi yang akan menonjolkan elemen lensa kamera dan bohlam yang sudah disederhanakan menggunakan ilustrasi yang diambil dari nama Bulb Photography itu sendiri dan menambahkan elemen pendukung seperti brush atau goresan kuas yang menggambarkan kreatifitas yang tidak ada batasnya.

Kata Kunci : Bulb Photography, Chic, Fotografi, Kreatif, Logo.

LOGO REDESIGN OF BULB PHOTOGRAPHY JEPARA WITH THE MEDIA PROMOTION TO IMPROVE THE PHOTO STUDIO IMAGE

DONA IKA NIRMALA

(Lecturer : Godham Eko Saputro, S.Sn., M.DS, Dzuha Hening Yanuarsari, M.Ds)

Bachelor of Visual Communication Design - S1, Faculty of

Computer Science, DINUS University

www.dinus.ac.id

Email : 114201201384@mhs.dinus.ac.id

ABSTRACT

The development of photography is currently undergoing a very rapid growth in terms of creative industries especially authenticity in Indonesia. Along with the development of the era, the more effort that moves in the field of photography are necessary, one of them is in city of Jepara. Identity of a business must be consistent and needed to represent the company in order to remain in the competition and always be the choice of the market. Bulb photography is one of the photographic services that has not been consistent in the application of logo to various kinds of media. Promotion is also important to inform their market about the company's product, in order to improve the image of the company to make it more trustable. Bulb photography only use flyers and instagram and not managed properly, moreover they does not have a nice packaging, the product will only presented in a plain envelopes. Based on existing problems, then its required a redesign of Bulb logo along with its promotional media in order to improve the brand image of the photo studio. The research will be used in a qualitative method. Valid data will be obtained through the interviews, observations, and analysis of 5W 1 h and brainstorming. The concept of redesign along with the media promotion will be applied gently (tenderness) and chic (beauty) using soft colors such as pastel colors, to give the impression of freshness. And the logo identity will be use in white and green as it has properties and impression according to the vision and mission that will shows the element of camera lens and bulb that already simplified through illustration taken from the name of Bulb photography itself and the supporting element such as a brush or brushstrokes that represent limitless creativity.

Keyword : Bulb Photography, Chic, Photography, Creative, Logo.